

[Your Name]
[Your Company Name]
[Your Phone Number]
[Your Email Address]
[Your Website]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip]

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the active market. Often, when a listing expires, it isn't because the home didn't appeal to buyers, but because the marketing strategy or timing wasn't quite right.

I am writing to you because I specialize in helping homeowners successfully sell properties that didn't sell the first time. My approach focuses on high-impact marketing, professional presentation, and aggressive negotiation to ensure your home gets the attention it deserves from qualified buyers.

I would appreciate the opportunity to offer you a "Second Opinion." I can provide a fresh analysis of the current market and explain how my specific strategy can help you achieve your goals.

There is no obligation. If you are still interested in selling your home, please call me at [Your Phone Number] or reply to this email to schedule a brief 15-minute consultation.

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number]